

ORDER



Orders
Order / Rev: 699892
Alt Order #: 06235547
Product Desc: PRIORITIES USA ACTIO
Estimate: 1522
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	26	\$20,650.00	\$17,552.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$20,650.00	\$17,552.50	0.00
Totals	26	\$20,650.00	\$17,552.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/31/12	08/31/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$500.00		0.00			
2	WKYC	08/31/12	08/31/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$650.00		0.00			
3	WKYC	08/31/12	08/31/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$850.00		0.00			
4	WKYC	08/31/12	08/31/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$850.00		0.00			
5	WKYC	08/31/12	08/31/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$375.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/03/12	09/03/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$600.00		0.00			
7	WKYC	09/03/12	09/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$850.00		0.00			
8	WKYC	09/03/12	09/03/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$850.00		0.00			
9	WKYC	09/03/12	09/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$1,200.00		0.00			
10	WKYC	09/03/12	09/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$375.00		0.00			
11	WKYC	09/01/12	09/01/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$850.00		0.00			
12	WKYC	09/02/12	09/02/12	Sun 12x-1x Sun 12x-1x	CM	12a-1a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
ET WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$75.00		0.00			
13	WKYC	09/02/12	09/02/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$1,800.00		0.00			
14	WKYC	08/30/12	08/30/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$600.00		0.00			
15	WKYC	08/30/12	08/30/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$1,800.00		0.00			
16	WKYC	08/30/12	08/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$850.00		0.00			
17	WKYC	08/30/12	08/30/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$850.00		0.00			
18	WKYC	08/30/12	08/30/12		CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	0	\$0.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 730-8p											
				Entertainment Tonight											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	---T---	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/27/12-09/02/12		M-F 730-8p		730-8p	---Th----	:30		(\$1,200.00)		0.00	NM		
See MG 18.2															
2	NKYC	08/30/12-08/30/12		M-F 7-730p		7-730p	---Th----	:30		(\$1,200.00)		0.00	NM		
Ⓜ Credited															
[Tech Error]															
19	WKYC	08/28/12	08/28/12	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Tonight Show											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-T-----	1		\$600.00		0.00						
20	WKYC	08/28/12	08/28/12	M-F 5-6a	CM	5a-6a	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Channel 3 News @ 5AM											
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-T-----	1		\$650.00		0.00						
21	WKYC	08/28/12	08/28/12	M-F 6-7a	CM	6a-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Channel 3 News Today @ 6AM											
				CH3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-T-----	1		\$850.00		0.00						
22	WKYC	08/28/12	08/28/12	M-F 7-9a Today	CM	7a-9a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-T-----	1		\$850.00		0.00						
23	WKYC	08/29/12	08/29/12	Late Night	CM	1237a-136a	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Late Night w/Jimmy Fallon											
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	--W----	1		\$500.00		0.00						
24	WKYC	08/29/12	08/29/12	M-F 6-7a	CM	6a-7a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Channel 3 News Today @ 6AM											
				CH3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	--W----	1		\$850.00		0.00						
25	WKYC	08/29/12	08/29/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	--W----	1		\$850.00		0.00						
26	WKYC	08/29/12	08/29/12	M-F 730-8p	CM	730-8p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Entertainment Tonight											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	--W----	1		\$1,200.00		0.00						
27	WKYC	08/29/12	08/29/12	M-F 9-10a Today II	CM	9a-10a	--W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
				Today Show II											
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	--W----	1		\$375.00		0.00						
													Totals	26	\$20,650.00